

ORDER

Orders

Order / Rev:211549

Alt Order #:

Product Desc:MAHMOOD FOR INSURANCE COMMIS

Estimate:2091 5/7-5/13/2018

Flight Dates:05/07/18 - 05/27/18

Original Date / Rev:05/04/18 / 05/04/18

Order Type:GEN

KGO-TV

Primary AE:Christopher Larcade

Sales Office:N-PH

Sales Region:National

Agency

Name:Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type:Cash

Billing Calendar:Broadcast

Billing Cycle:EOM/EOC

Agency Commission:15%

Advertiser

Name:Asif Mahmood for Insurance Commiss

Demographic:A35+

Product Codes:Local/State Candidate

Priority:P-03

Revenue Code 1:AGY

Revenue Code 2:POL

Revenue Code 3:POL-CAND

New Business Thru:

Order Separation:00:30:00

Advertiser External ID:

Agency External ID:

Unit Code:General

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
04/30/18	05/27/18	58	\$42,750.00	\$36,337.50	May 2018	58	\$42,750.00	\$36,337.50	142.40
					Totals	58	\$42,750.00	\$36,337.50	142.40

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$42,750.00
Market	100%	\$142,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$14,250.00
KNTV	20%	\$28,500.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$14,250.00
KTVU	30%	\$42,750.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/07/18	05/13/18	5a-6a News M-F	CM	Cc 5a-6a	1- 1- 1- -	:30	3	\$100.00	P-03	0.80	NM	3	\$300.00
ABC7 5a News															
(Program: ABC7 MORNING NEWS AT 5A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/07/18	05/13/18	1- 1- 1- -					3	\$100.00		0.80			

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 Flight Dates: 05/07/18 - 05/27/18

Advertiser: Asif Mahmood for Insurance Commissior  
 Product Desc: MAHMOOD FOR INSURANCE COMMIS KGO-TV  
 Estimate: 2091 5/7-5/13/2018

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1-1-1--		3			\$100.00			0.80			
N 2	KGO	05/07/18	05/13/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	- 1-11--	:30	3	\$350.00	P-03	1.30	NM	3	\$1,050.00
(Program: ABC7 MORNING NEWS 6A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1-11--		3			\$350.00			1.30			
N 3	KGO	05/07/18	05/13/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	11211--	:30	6	\$400.00	P-03	2.10	NM	6	\$2,400.00
(Program: GOOD MORNING AMERICA)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11211--		6			\$400.00			2.10			
N 4	KGO	05/07/18	05/13/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	11-1---	:30	3	\$300.00	P-03	1.70	NM	3	\$900.00
(Program: Live with Kelly & Ryan)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11-1---		3			\$300.00			1.70			
N 5	KGO	05/07/18	05/13/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	- 1--1--	:30	2	\$800.00	P-03	2.20	NM	2	\$1,600.00
(Program: THE VIEW)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1--1--		2			\$800.00			2.20			
N 6	KGO	05/07/18	05/13/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	1-1-1--	:30	3	\$200.00	P-03	2.10	NM	3	\$600.00
(Program: ABC7 NEWS 11A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1-1-1--		3			\$200.00			2.10			
N 7	KGO	05/07/18	05/13/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	11-1---	:30	3	\$200.00	P-03	2.40	NM	3	\$600.00
(Program: ABC 7 NEWS at 4PM)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11-1---		3			\$200.00			2.40			
N 8	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1111---	:30	4	\$450.00	P-03	3.30	NM	4	\$1,800.00
(Program: ABC 7 News 5P)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1111---		4			\$450.00			3.30			
N 10	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	- 1111--	:30	4	\$500.00	P-03	3.40	NM	4	\$2,000.00
(Program: ABC 7 News 6P)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1111--		4			\$500.00			3.40			
N 12	KGO	05/07/18	05/13/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	--1-1--	:30	2	\$900.00	P-03	6.80	NM	2	\$1,800.00
(Program: JEOPARDY)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	--1-1--		2			\$900.00			6.80			
N 13	KGO	05/07/18	05/13/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	- 1-1---	:30	2	\$900.00	P-03	4.40	NM	2	\$1,800.00
(Program: WHEEL OF FORTUNE)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1-1---		2			\$900.00			4.40			
N 14	KGO	05/07/18	05/07/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	1-----	:30	1	\$4,000.00	P-03	6.10	NM	1	\$4,000.00
(Program: Dancing with the Stars: Athletes (5/21 8-9p))LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1-----		1			\$4,000.00			6.10			
N 16	KGO	05/07/18	05/09/18	Wed Prime Hour C Wed Prime Hour 3	CM	Cc 10p-11p	--1----	:30	1	\$3,000.00	P-03	5.00	NM	1	\$3,000.00
(Program: Designated Survivor)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Advertiser: Asif Mahmood for Insurance Commissior  
 Product Desc: MAHMOOD FOR INSURANCE COMMIS  
 Estimate: 2091 5/7-5/13/2018  
**KGO-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-- 1----		1				\$3,000.00		5.00			
N18	KGO	05/07/18	05/10/18	Thurs Prime Hour A Thu Prime Hour 1	CM	Cc 8p-9p	--- 1---	:30	1	\$7,000.00	P-03	5.00	NM	1	\$7,000.00
(Program: Grey's Anatomy)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	--- 1---		1				\$7,000.00		5.00			
N21	KGO	05/07/18	05/11/18	Fri Prime Hour C Fri Prime Hour 3	CM	Cc 10p-11P	---- 1--	:30	1	\$2,500.00	P-03	3.00	NM	1	\$2,500.00
(Program: 20/20)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	---- 1--		1				\$2,500.00		3.00			
N22	KGO	05/07/18	05/13/18	11p-1135p Late News M-G ABC7 11p News	CM	Cc 11p-1135p	1- 111--	:30	4	\$800.00	P-03	2.20	NM	4	\$3,200.00
(Program: ABC7 LATE NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1- 111--		4				\$800.00		2.20			
N24	KGO	05/07/18	05/13/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	- 1- 1---	:30	2	\$400.00	P-03	1.50	NM	2	\$800.00
(Program: Jimmy Kimmel Live)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1- 1---		2				\$400.00		1.50			
N25	KGO	05/07/18	05/13/18	Nightline 1237a-107a M-F M-F 1237a-107a	CM	Cc 1237a-107a	1- 1- 1--	:30	3	\$200.00	P-03	1.00	NM	3	\$600.00
(Program: Nightline)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1- 1- 1--		3				\$200.00		1.00			
N26	KGO	05/07/18	05/13/18	5a-6a News SaSu ABC7 5a News Wknd	CM	Cc 5a-6a	----- 11	:30	2	\$100.00	P-03	0.90	NM	2	\$200.00
(Program: ABC7 WKND MORNING NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----- 11		2				\$100.00		0.90			
N27	KGO	05/07/18	05/13/18	6a-10a News SaSu ABC7 6a-10a News/GMA (5:58 AM-9:00 AM)	CM	Cc 5:58 AM-9:00 AM	----- 11	:30	2	\$150.00	P-04	1.80	NM	2	\$300.00
(Program: ABC7 NEWS/GMA/Sat&Sun (not including This Week))LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----- 11		2				\$150.00		1.80			
N29	KGO	05/07/18	05/13/18	1135p-12a News Extra SaSu ABC7 1135p News	CM	Cc 1135p-12a	----- 11	:30	2	\$400.00	P-03	1.50	NM	2	\$800.00
(Program: ABC7 LATE NEWS EXTRA SA/SU)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----- 11		2				\$400.00		1.50			
N30	KGO	05/07/18	05/13/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	----- 1	:30	1	\$1,000.00	P-03	2.90	NM	1	\$1,000.00
(Program: THIS WEEK)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----- 1		1				\$1,000.00		2.90			
N31	KGO	05/07/18	05/13/18	9a-10a News Su ABC7 9a News	CM	Cc 9a-10a	----- 1	:30	1	\$200.00	P-03	1.60	NM	1	\$200.00
(Program: ABC7 NEWS SUNDAY)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----- 1		1				\$200.00		1.60			
N32	KGO	05/07/18	05/13/18	Bay Area Life 630p-7p Su Su 630p-7p	CM	Cc 630p-7p	----- 1	:30	1	\$300.00	P-03	1.30	NM	1	\$300.00
(Program: Bay Area Life)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----- 1		1				\$300.00		1.30			

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 Estimate: 2091 5/7-5/13/2018

KGO-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1	1					\$300.00		1.30			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KGO	05/07/18-05/13/18		Bay Area Life 630p-7p Su		630p-7p	-----Su	:30		<del>(\$300.00)</del>		1.30	NM		
See MG 32.5															
5	KGO	05/27/18-05/27/18		Bay Area Life 630p-7p Su		630p-7p	-----Su	:30		\$300.00		1.30	NM		
Ⓜ MG for 32.2 05/13															
[No Pgm. due American Idol Live]															
N33	KGO	05/07/18	05/13/18	Sun Prime Other A	CM	Cc 8:00 PM-10:00 PM-	-----1	:30	1	\$4,000.00	P-03	3.20	NM	1	\$4,000.00
				Sun Prime Various	(8:00 PM-10:00 PM)										
(Program: American Idol Taped)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1	1					\$4,000.00		3.20			
													Totals	58	\$42,750.00